

## CLAIMS

What is claimed is:

1. A method for formatting a publication, comprising the steps of:  
5 associating a content item with a publication in the server;  
identifying a presentation platform from a number of potential  
presentation platforms; and  
generating an output file in the server including the content item in a  
digital format recognizable by the presentation platform.  
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2. The method of claim 1, wherein the step of identifying a presentation  
platform from a number of potential presentation platforms further comprises the step  
of parsing a received publication request to identify the presentation platform  
contained therein.  
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3. The method of claim 1, further comprising the step of receiving a  
publication request, wherein the request identifies the publication and the presentation  
platform.  
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4. The method of claim 1, further comprising the step of transmitting the  
output file to a client device to be presented via the presentation platform.
5. The method of claim 1, wherein the step of associating a content item  
with a publication in the server further comprises the steps of:  
25 identifying a publication identifier in a received publication request;  
and  
searching a content database for the content item based upon the  
publication identifier.

6. The method of claim 1, wherein the step of generating an output file in the server including the content item in a digital format recognizable by the presentation platform further comprises the steps of:

generating a intermediate file including the content item; and

transforming the first file into a second file, the second file including the content item in the format recognizable by the presentation platform.

7. The method of claim 1, wherein the step of associating one of a number of presentation platforms with a publication further comprises the step of receiving a publication request, the publication request including a presentation platform identifier associated with the presentation platform and a publication identifier associated with the publication.

8. The method of claim 6, wherein the step of generating a intermediate file including the content item further comprises the step of populating the content item into the intermediate file.

9. The method of claim 7, further comprising the step of obtaining the content item from a content storage database in the server based upon the publication identifier in the publication request.

10. A system for formatting a publication, comprising:  
means for associating a content item with a publication in the server;  
means for identifying a presentation platform from a number of potential presentation platforms; and  
means for generating an output file in the server including the content item in a digital format recognizable by the presentation platform.

11. The system of claim 10, wherein the means for identifying a presentation platform from a number of potential presentation platforms further

comprises means for parsing a received publication request to identify the presentation platform contained therein.

12. The system of claim 10, further comprising means for receiving a publication request, wherein the request identifies the publication and the presentation platform.

13. The system of claim 10, further comprising means for transmitting the output file to a client device to be presented via the presentation platform.

14. The system of claim 10, wherein the means for associating a content item with a publication in the server further comprises:

means for identifying a publication identifier in a received publication request; and

means for searching a content database for the content item based upon the publication identifier.

15. The system of claim 10, wherein the means for generating an output file in the server including the content item in a digital format recognizable by the presentation platform further comprises:

means for generating a intermediate file including the content item; and  
means for transforming the first file into a second file, the second file including the content item in the format recognizable by the presentation platform.

16. The system of claim 10, wherein the means for associating one of a number of presentation platforms with a publication further comprises means for receiving a publication request, the publication request including a presentation platform identifier associated with the presentation platform and a publication identifier associated with the publication.

17. The system of claim 15, wherein the means for generating a intermediate file including the content item further comprises means for populating the content item into the intermediate file.

5 18. The system of claim 16, further comprising means for obtaining the content item from a content storage database in the server based upon the publication identifier in the publication request.

10 19. A system for formatting a publication, comprising:  
a processor coupled to a local interface;  
a memory coupled to the local interface;  
publication distribution logic stored on the memory and executable by  
the processor, the publication distribution logic comprising:  
15 logic to associate a content item with a publication in the  
server;  
logic to identify a presentation platform from a number of  
potential presentation platforms; and  
logic to generate an output file in the server including the  
20 content item in a digital format recognizable by the presentation platform.

20 20. The system of claim 19, wherein the logic to identify a presentation platform from a number of potential presentation platforms further comprises logic to parse a received publication request to identify the presentation platform contained therein.

25 21. The system of claim 19, wherein the publication distribution logic further comprises logic to receive a publication request, wherein the request identifies the publication and the presentation platform.

22. The system of claim 19, wherein the publication distribution logic further comprises logic to transmit the output file to a client device to be presented via the presentation platform.

5 23. The system of claim 19, wherein the logic to associate a content item with a publication in the server further comprises:

logic to identify a publication identifier in a received publication request; and

10 logic to search a content database for the content item based upon the publication identifier.

24. The system of claim 19, wherein the logic to generate an output file in the server including the content item in a digital format recognizable by the presentation platform further comprises:

15 logic to generate a intermediate file including the content item; and  
logic to transform the first file into a second file, the second file including the content item in the format recognizable by the presentation platform.

20 25. The system of claim 19, wherein the logic to associate one of a number of presentation platforms with a publication further comprises logic to receive a publication request, the publication request including a presentation platform identifier associated with the presentation platform and a publication identifier associated with the publication.

25 26. The system of claim 24, wherein the logic to generate a intermediate file including the content item further comprises logic to populate the content item into the intermediate file.

30 27. The system of claim 25, wherein the publication distribution logic further comprises logic to obtain the content item from a content storage database in the server based upon the publication identifier in the publication request.